



USDA Weekly Retail Turkey Feature Activity

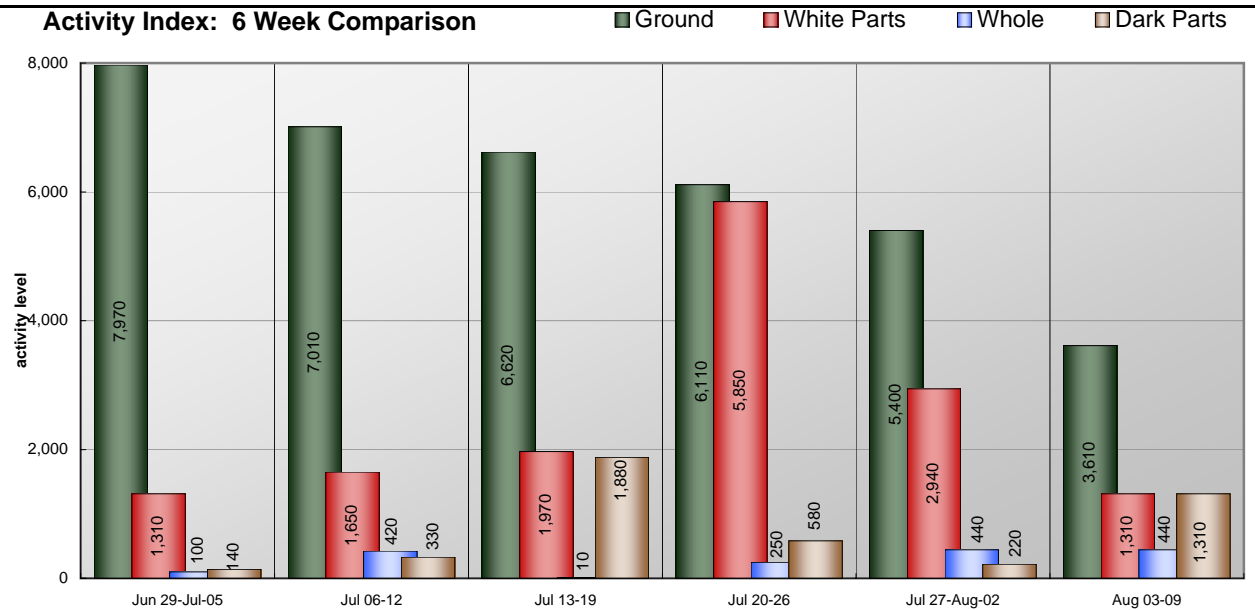
Fri. Aug 03, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/03 thru 08/09.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	44.6% of 17,000 outlets		39.8% of 17,000 outlets		36.5% of 17,000 outlets	
Special Rate 4/	10.3%		7.2%		3.9%	
Activity Index 2/	7,470		10,050		12,530	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	400	1.21	10	1.18	10	1.08
" - Toms					10	1.08
Frozen - Hens	20	0.79	220	0.70	10	0.88
" - Toms	20	0.79	210	0.69		
PARTS:						
Breast:						
Bone-in, whole						
Fresh	150	2.29	50	2.13	210	1.43
Frozen	210	1.88	390	1.56	280	1.51
Hotel Style						
Fresh					10	1.29
Frozen						
Split, bone-in						
Fresh	200	2.49			180	2.57
Rotisserie	460	7.46	580	7.34	1,980	5.85
Boneless, whole						
Cutlets	180	3.99	1,080	4.24	250	7.99
Cutlets, thin sliced	70	3.99			40	3.67
Strips			50	4.10	230	3.57
Tenders	40	3.99	580	3.98		
Marinated Tenders	470	4.24	810	3.88	500	3.62
Drumsticks						
Thighs	440	1.39	80	1.37	400	1.25
Wings	10	1.99	20	1.37	20	1.49
Necks	440	1.41	80	1.37	400	1.25
Smoked Drumsticks	410	1.39				
Smoked Wings	10	1.59	10	2.49	70	1.51
Smoked Necks			30	1.82	130	1.33
					60	1.15
GROUND TURKEY:						
Patties	3,610	2.58	5,400	2.58	7,740	2.65
Sausage	910	2.34	580	2.71	1,540	2.75
85% lean	530	2.46	1,000	2.57	2,450	2.56
93% lean	710	1.97	1,160	1.86	1,510	1.93
Breast	680	2.26	1,730	2.31	1,070	2.75
Rolls (frsh/frz 1 lb.)	780	3.78	930	3.93	1,170	3.57
	330	1.31	240	1.01	--	--

Note: rolls not included in ground fresh ground turkey total and weighted average.

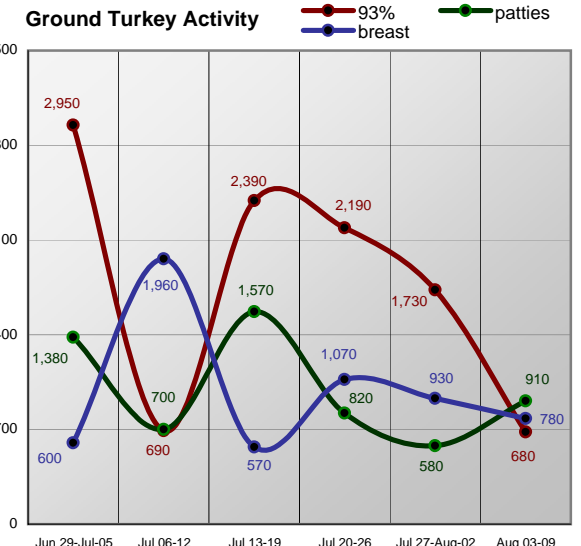


Turkey Featuring - 08/03 thru 08/09

The feature rate is higher for first of month promotions, but the activity index is lower. Offers on whole turkeys are unchanged in volume and prices are higher. Most promotions are on fresh turkeys this week. Fresh and frozen bone-in breasts are less available and prices are stronger. Promotions on white parts fall for the second week in a row and are sharply lower on cutlets, tenders and marinated tenders. Prices are stronger on all white parts with the exception of cutlets, which average 25 cents lower on the light offers. Retailers are showing higher volumes of drums, wings and necks and prices are stronger on all dark parts. Offers of ground items continue to decline and are at the lowest level to date for this year and 50 percent lower than the same week a year earlier. Promotions increase on patties and are sharply lower on sausage and the 85% and 93% grinds.

All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/: **STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)





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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	43.2% of 7,950 sampled outlets 4.3% of stores w/ no-price promotions Activity Index = 2,930			38.2% of 5,300 sampled outlets 7.1% of stores w/ no-price promotions Activity Index = 1,110			56.1% of 3,750 sampled outlets 27.0% of stores w/ no-price promotions Activity Index = 3,100		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	1.29	90	1.29				1.19	310	1.19
" - Toms									
Frozen - Hens				0.79	20	0.79			
" - Toms				0.79	20	0.79			
PARTS:									
Breast:									
Bone-in, whole									
Fresh				2.29	10	2.29	2.29	140	2.29
Frozen				1.49 - 1.99	180	1.91	1.69	30	1.69
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.49	200	2.49						
Rotisserie	6.98 - 8.99	450	7.47	6.99	10	6.99			
Boneless, whole									
Cutlets	3.99	180	3.99						
Cutlets, thin sliced	3.99	70	3.99						
Strips									
Tenders	3.99	30	3.99				3.99	10	3.99
Marinated Tenders	3.99	40	3.99				4.26	430	4.26
Drumsticks	1.39	10	1.39	0.99 - 1.59	40	1.43	1.39	390	1.39
Thighs	1.99	10	1.99						
Wings	1.39 - 1.59	20	1.50	1.39 - 1.59	30	1.54	1.39	390	1.39
Necks	1.39	10	1.39	1.39	10	1.39	1.39	390	1.39
Smoked Drumsticks	1.59	10	1.59						
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 2.69	370	2.34	1.99 - 3.00	420	2.24	2.50 - 3.00	120	2.66
Sausage	2.45 - 2.83	300	2.58	1.99 - 2.46	90	2.31	2.05 - 2.87	140	2.28
85% lean	1.49 - 2.39	460	1.96	1.69 - 2.40	220	1.98	1.59 - 2.39	30	2.04
93% lean	1.53 - 2.49	370	2.10	1.53 - 2.08	30	1.91	2.00 - 2.79	280	2.50
Breast (99-100% lean)	3.07 - 3.84	310	3.45	3.84 - 4.22	30	4.15	3.99	440	3.99
Rolls (frsh/frz 1 lb.)				1.29 - 2.13	330	1.31			